

Presented by – Mrinal Srivastava HM-29 1997

University mentor - S.P Chattopadhyay
Organization mentor – Dr. Shristi Singh

About Telemedicine and Phygital Model

About telemedicine Market India's telemedicine market was valued at 1.10 bn dollar in 2022 and is estimated to expand at a CAGR of 21.2% from 2022-30 and will reach 5.15 bn dollar in 2030.One of the main reason propelling the growth of this market is advanced technologies.

The phygital model in telemedicine merges the physical and digital aspects of healthcare to provide a more comprehensive and accessible medical experience. This hybrid approach leverages both in-person services and digital technologies to create a seamless, integrated healthcare system

About MedySeva

MedySeva Founded year-2021

Founder and CEO of MedySeva-Dr. Vishesh Kasliwal

Co-Founder of MedySeva -Rachita Kasliwal

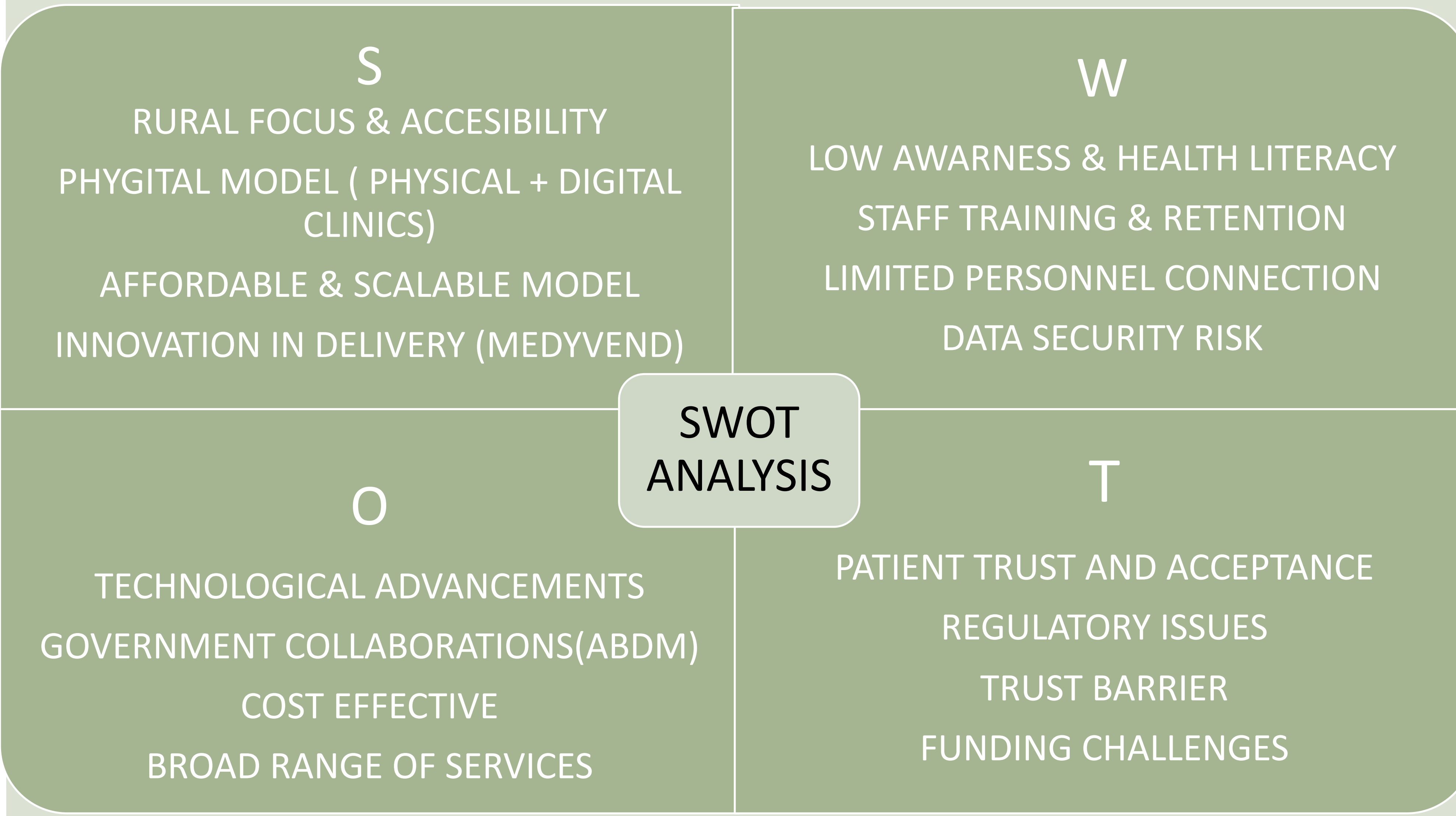
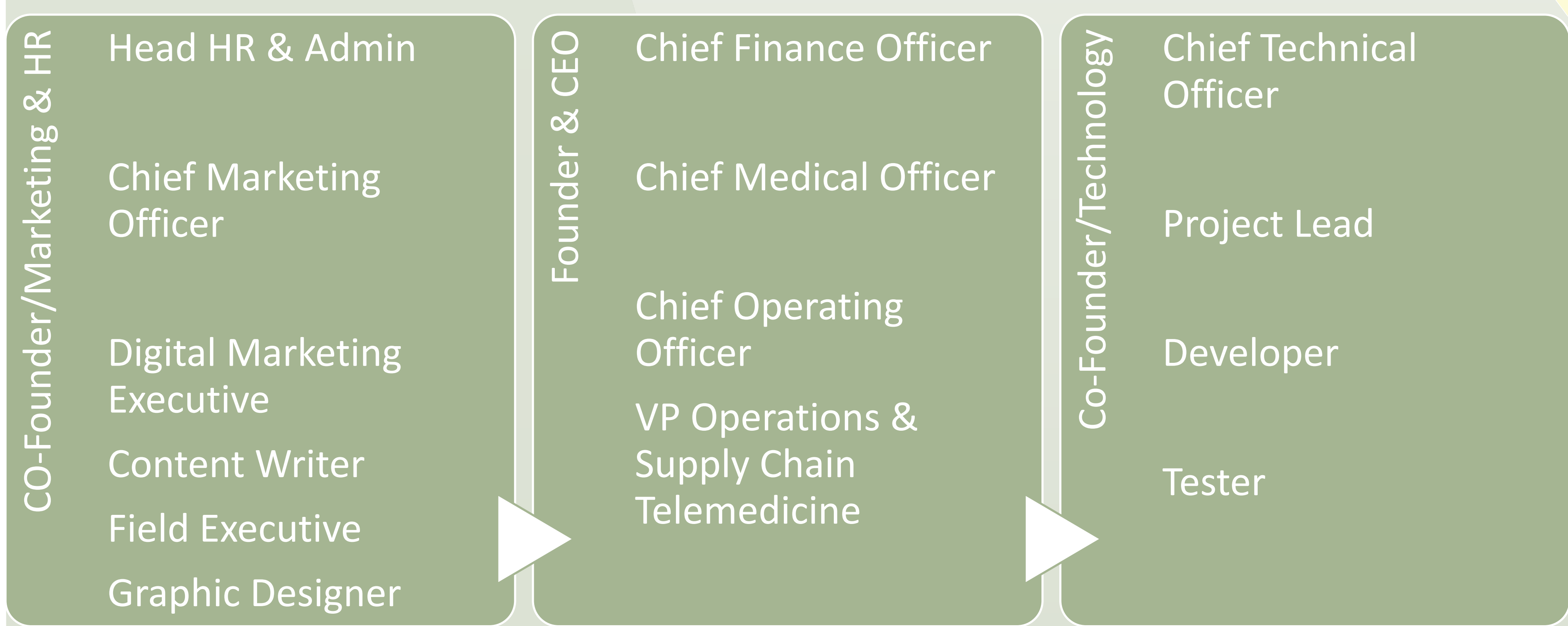
MedySeva is a healthcare startup focusing on Telemedicine in Rural India. It Seek to become the ultimate healthcare partner of all citizen such that they can get access to high quality healthcare services with ease and at affordable prices. MedySeva Bridges the gap between the urban doctors and rural patients through e-clinic. like many startup stories, MedySeva journey began during covid pandemic with the realization for the need of good doctors to our friends and family living in rural areas. This led to emerging of MedySeva who provide the video consultation through our phygital Centre the ideal mix of online and offline. Currently MedySeva has 75+ operational Centre all over India and over 15,000+patient consultation has been done by the organization.

Mission & Vision

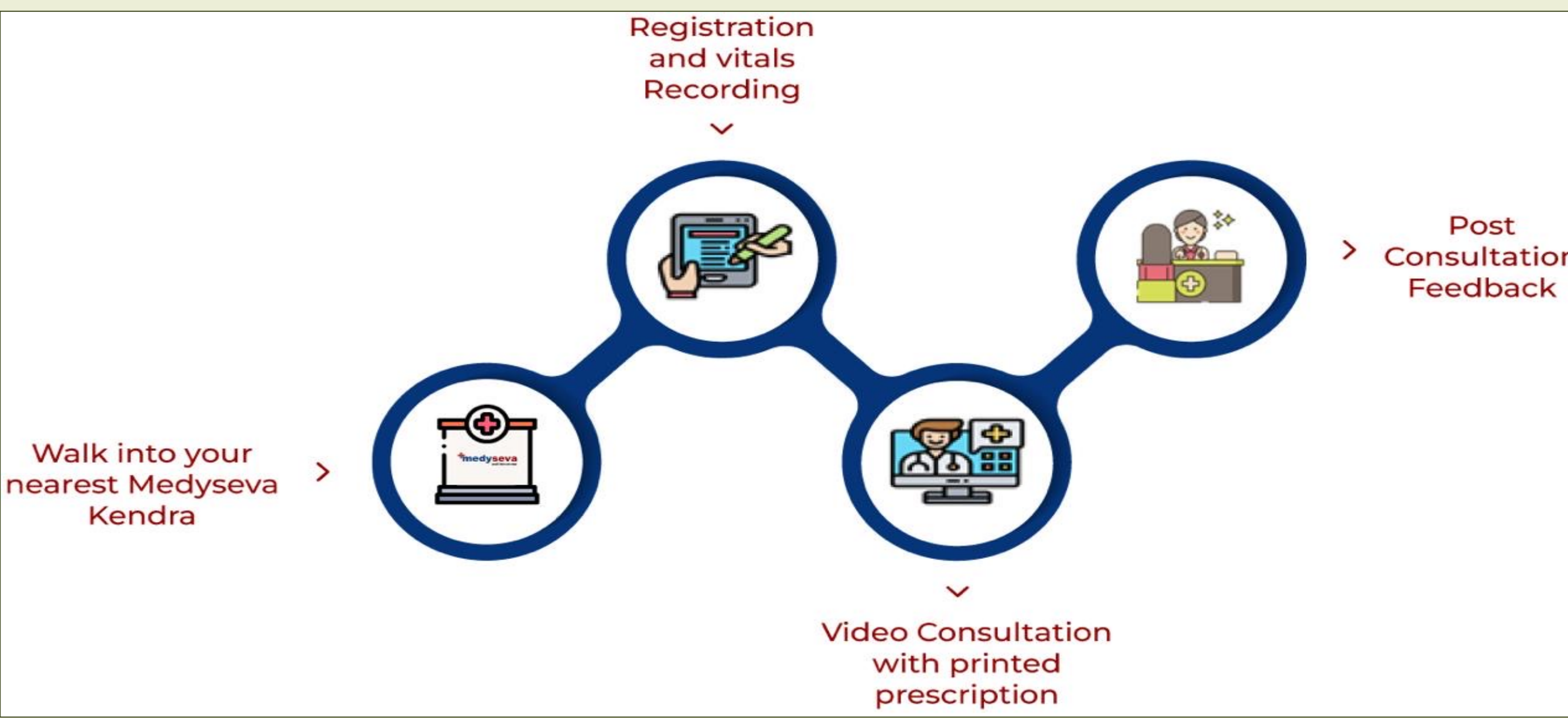
To be the nearest, affordable and the most reliable healthcare destination for the rural citizen of India.

To ensure that every rural citizen of India has access to high quality doctors and medical services at their convenience and at affordable prices.

ORGANISATION STRUCTURE



Patient Journey



Activities

Gathered data on population, schools, colleges, hospitals, and pharmacies in Hinganghat, Umred, and Saoner for setting up a MedySeva Clinic.

Tele called to invite ASHA Workers for conducting successful health camps.

Attended ABDM integration meeting and reviewed MedySeva’s platform.

Created a video on awareness on common diseases for patient education.

Theoretical Exposure	Practical Exposure	Usefulness
- Gained comprehensive knowledge about telemedicine and it’s role in modern healthcare. - Understood data privacy and security measures, principles of management. - Gained knowledge of software - Learned about patient relations management.	- Organizational behavior communication market research - Identification of the patient through tele calling learning app functionalities and user interface. - Collaborated with doctors. - Leaned to manage patient queries and provide information remotely.	- Practical application of theoretical knowledge. - Skills development-communication, data analysis, problem solving. - Industry exposure. - Professional network. - Personal Growth-Adaptability, confidence,

CHALLENGES FACED

Interaction with the staff during the initial phase.

Managed the increase screen timing.

Organizational culture and working dynamics.

Understanding the complexity of different processes.

LEARNINGS & SUGGESTIONS

Understanding the concept of telemedicine.

Team Dynamics: Understood the importance of teamwork and collaboration

Data interpretation, information management

Patient-Centric Approach

Bridged the gap between academic concepts and real-world application.

Professionalism

Need to work together for the betterment of the organization

Need to do Aggressive Marketing.

listen everyone opinion and discuss with everyone.

Avoid politics in the organization.

Give views, on which organization collaboration can be beneficial to the organization

Conclusion

MedySeva’s phygital model is bridging the healthcare gap rural India by combining digital and on-ground services for accessible, affordable care. Rapid growth and positive impact highlight its success. Collaborations with government and NGOs will further strengthen its mission to become the most reliable healthcare partner for rural citizens.